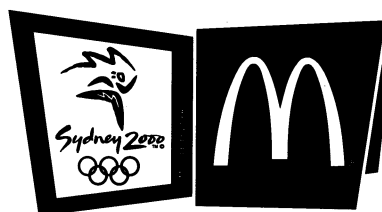


COPIES MUST
BE RECEIVED BY
March 31, 2000



McDONALD'S® OLYMPIC ACHIEVERS™

Are YOU a McDonald's® Olympic Achiever?

If you are 16 to 18 years old, active in your community, doing well in school and involved in sports in some way – you could be!

McDonald's® and the United States Olympic Committee are looking for 10 special student athletes who are also leaders in their communities to attend the Sydney 2000 Olympic Youth Camp of the 2000 Summer Olympic Games. You could be among 400 other outstanding young people from around the world who will share in two weeks of cultural exchange and Olympic excitement Down Under!

If you have the Olympic spirit we're looking for, follow the simple instructions below and you could be on your way to Sydney, Australia in September 2000!





MCDONALD'S® OLYMPIC ACHIEVERS™

Questions and Answers

Q. What is McDonald's® Olympic Achievers™?

A. A program through which McDonald's® will identify outstanding young people from around the world to participate in the Sydney 2000 Olympic Youth Camp of the 2000 Summer Olympic Games in Sydney, Australia. Ten leaders will be chosen from the United States based on their achievements in sports, academics and community service.

Q. What happens at the Sydney 2000 Olympic Youth Camp?

A. The Olympic Youth Camp has offered a forum for cultural exchange and international friendship since its inception at the 1912 Olympic Games in Stockholm, Sweden. In Sydney, you will join more than 400 Achievers from nearly 200 countries in a celebration of the Olympic spirit. During the Games, you will participate in the Olympic Torch Relay, enjoy a two-night stay with an Australian family, meet Olympic athletes, attend Olympic events and visit the Great Barrier Reef and Daintree Rainforest.

Q. When does it all happen?

A. The Sydney 2000 Olympic Youth Camp takes place from September 12 to October 4, 2000. Entries are due by March 31, 2000 and winners will be selected by April 30, 2000.

Q. Who may enter?

A. Anyone who is 16, 17 or 18 years old as of September 12, 2000 and who is enrolled in high school or college for the Fall 2000 semester or quarter. You must also be in good academic standing (as defined by your school), active in your community and involved in sports in some capacity.

Q. Does being a Little League coach or hockey manager count?

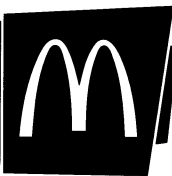
A. As long as your school or the United States Olympic Committee considers the activity a sport and you participate as an athlete, administrator, manager, coach or official, it counts!

Q. What do I need to do?

A. Fill out the official Entry Form on the next page and work with your school and sponsoring organization (McDonald's or one of the United States Olympic Committee member organizations listed on the Entry Form) to get the necessary letters of support (see Entry Form). Turn them all in to your sponsoring organization by March 31, 2000 and you could be a McDonald's Olympic Achiever in Sydney!

Entries must be received by March 31, 2000!





ENTRY FORM

MCDONALD'S® OLYMPIC ACHIEVERS™

Entry forms are available from sponsoring organizations in your community, at participating McDonald's restaurants, and on the Internet at www.mcdonalds.com and www.usoc.org. One of the groups listed below will be your sponsoring organization. To apply for your chance to attend the Sydney 2000 Olympic Youth Camp as a McDonald's® Olympic Achiever™, please do the following:

- 1.** Complete the entry form below. Entry form must include a signature from a parent or guardian.
- 2.** Enclose this entry form in a 9" x 12" envelope with the following:
 - A letter of support from your sponsoring organization (listed below) or local McDonald's franchisee
 - A letter from your school showing that you are in good academic standing
 - A one-page essay written by you titled "Why I should be a McDonald's Olympic Achiever"
- 3.** Return your completed entry form and attachments to your sponsoring organization no later than March 31, 2000. If you wish to be notified that your entry has been received, enclose a self-addressed, stamped envelope.

NOMINEE PROFILE

Name: _____ Birth Date: _____

Address: _____ ☐ M ☐ F

City: _____ State: _____ Zip Code: _____

I participate in (name sport): _____

as a (check all that apply): ☐ coach ☐ athlete ☐ manager ☐ administrator ☐ official ☐ other, explain _____

I am active in (name community organization): _____

My primary activity is: _____

Name of Parent or Legal Guardian: _____

Home Phone: () _____ Daytime Phone: () _____

Parent/Guardian signature: _____

(signature indicates knowledge of and constitutes acceptance of the Official Rules)

SPONSORING ORGANIZATION

Organization Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Official Representative's Printed Name: _____

Official Representative's Signature: _____

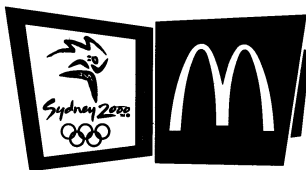
Business Phone: () _____ Date: _____

Dates: The Sydney 2000 Olympic Youth Camp takes place September 12-October 4, 2000 in Sydney, Australia.

Sponsoring Organizations:

Boy Scouts of America
Boys & Girls Clubs of America
Catholic Youth Organization
National Assoc. of Police Athletic Leagues
Jewish Community Centers Assoc. of America

Native American Sports Council
National Congress of State Games
Amateur Athletic Union
YWCA of the U.S.A.
McDonald's



McDONALD'S® OLYMPIC ACHIEVERS™

Official Rules

How to Enter: NO PURCHASE NECESSARY. To enter, complete the entry form and enclose it in a 9"x12" envelope with the following: a one-page essay written by the entrant titled "Why I should be a McDonald's® Olympic Achiever™," a letter of support from entrant's sponsoring community-based-multi-sport organization or McDonald's® franchisee, and a letter from entrant's school showing that he/she is in good academic standing as defined by the school. Complete entries must include a signature from a parent or guardian. Entries must be legible, and complete to be considered for eligibility. Illegible entries will be disqualified. Return the completed entry form and attachments to the sponsoring organization. Entries may be received between 1/14/00 and 3/31/00. Entries must be received no later than 3/31/00.

Eligibility: Limit: One entry per person whose age as of September 12, 2000 is 16, 17 or 18 years old. The sponsors and their agents are not responsible for lost, late, damaged, illegible, misdirected, postage-due entries or typographical or other errors in the printing of the offer. Contest begins 1/14/00. Finalists and 10 McDonald's Olympic Achievers agree that they will execute all necessary documents. Entries become the property of McDonald's Corporation and the United States Olympic Committee and will not be returned or treated as confidential. The contest is open to students who are legal residents of the U.S. All entrants must be enrolled in high school or college for the Fall 2000 semester or quarter. One hundred finalists will be chosen from all entrants; 10 finalists will be deemed winners and named McDonald's Olympic Achievers. Students in any of the following categories are NOT eligible to participate or enter. Children who are immediate family (i.e., daughter, son, sister, or brother, regardless of where they live) or who reside in the same household (whether related or not) of any person who after 1/1/97 were or are employees or agents of McDonald's Corporation or the United States Olympic Committee, or their respective affiliates, subsidiaries, local corporate and non-corporate advertising co-operatives or franchisees or employees or agents of service agencies or independent contractors of any of the above organizations or individuals engaged in the development, production or distribution of materials for this contest or individuals involved in the judging process.

Selection of Winners: Entries will be judged based on the principles of the Olympic Movement, including excellence in education, leadership and community involvement, and evaluated based on the completed entry form and its attachments. One hundred finalists will be chosen in early April from which the 10 McDonald's Olympic Achievers will be selected. All entrants agree to be bound by the official rules and the decisions of the judges are final. McDonald's Olympic Achievers must also agree to render publicity services (where legal) for no additional compensation.

Prizes: Prizes and estimated values: The 10 McDonald's Olympic Achievers will each receive an all-expense paid trip to Sydney, Australia and the privilege of attending the Sydney 2000 Olympic Youth Camp of the 2000 Summer Olympic Games. No substitutions or cash alternatives will be given in lieu of prizes except at the discretion of McDonald's and the United States Olympic Committee. Prizes are not transferable. Judging date scheduled for 4/30/00. Value of all prizes is estimated at \$75,000. Contest void where prohibited.

Conditions: The 10 McDonald's Olympic Achievers will be required to arrive in Sydney, Australia no later than 9/12/00. The McDonald's Olympic Achievers will be expected to stay at the Olympic Youth Camp housed at St. Joseph's College from September 12 through October 4, 2000. Each McDonald's Olympic Achiever's trip would include round trip coach and air transportation from the nearest major airport closest to the winner's residence, stay at St. Joseph's College, transfers to and from St. Joseph's College and daily meal accommodations; actual retail value depends on the location of the winner and fares at departure. McDonald's Olympic Achievers must be able to travel between 9/10/00 and 10/5/00 or forfeit his or her award. McDonald's Olympic Achievers will be notified by certified mail and/or telephone after 4/30/00. Each McDonald's Olympic Achiever and his/her parent or legal guardian will be required to execute and return, within five days of date printed on notifications: 1) an affidavit of eligibility/compliance with the rules, statement of originality and liability release; 2) a liability and publicity release permitting the sponsors to use the winner's name and likeness (except where prohibited by law) to render their services, including additional media interviews and photo/video sessions connected with this contest, without additional compensation; if the above are not executed within five days of receipt, prize will be given to alternate contestant. The one hundred finalists must also agree (except where prohibited by law) to render their services, including additional media interview, photo/video sessions in connection with any promotion, publicity and advertising on behalf of McDonald's Corporation and the United States Olympic Committee. Departure dates and accommodations are subject to availability and certain restrictions. Void where prohibited. Sponsors are not responsible for claims, injuries, losses or damages of any kind resulting from the acceptance, use, misuse, possession, loss or misdirection of a prize.

Winners List: For the names of the one hundred finalists, including the 10 McDonald's Olympic Achievers, send a self-addressed stamped envelope before 9/30/00 to Carrie Pruyn, Burson-Marsteller, 233 North Michigan Avenue, 14th FL, Chicago, IL 60601. All submissions become property of McDonald's.